

## CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1 *Ant* 1. A method for enabling a purchase of a product or service, comprising:  
2 *C* receiving an indication of at least one of a product category including at least  
3 two products or a service category including at least two services;  
4 selecting one of said at least two products or said at least two services;  
5 providing an indication of said selected one of said at least two products or said  
6 at least two services; and  
7 arranging for a benefit to be provided based on a purchase of said selected one  
8 of said at least two products or said at least two services.

1 2. The method of claim 1, wherein said indication of said selected one of said at  
2 least two products or said at least two services is provided to at least one of the following:  
3 a customer;  
4 a customer device;  
5 a retailer;  
6 a retailer device;  
7 a seller;  
8 a seller device; or  
9 a controller.

1 3. The method of claim 1, wherein said indication of said selected one of said at  
2 least two products or said at least two services is provided by at least one of the following:  
3 a customer;  
4 a customer device;  
5 a retailer;  
6 a retailer device;

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- 7 a seller;
- 8 a seller device; or
- 9 a controller.

1 4. The method of claim 1, wherein said indication of a product category including  
2 at least two products or a service category including at least two services is received by at least  
3 one of the following:

- 4 a customer;
- 5 a customer device;
- 6 a retailer;
- 7 a retailer device;
- 8 a seller;
- 9 a seller device; or
- 10 a controller.

1 5. The method of claim 1, wherein said indication of a product category including  
2 at least two products or a service category including at least two services is received from at  
3 least one of the following:

- 4 a customer;
- 5 a customer device;
- 6 a retailer;
- 7 a retailer device;
- 8 a seller;
- 9 a seller device; or
- 10 a controller.

1 6. The method of claim 1, wherein said selecting one of said at least two products or said  
2 at least two services is completed by at least one of the following:

- 3 a customer;
- 4 a customer device;
- 5 a retailer;

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- 6 a retailer device;
- 7 a seller;
- 8 a seller device; or
- 9 a controller.

1 7. The method of claim 1, further comprising:  
2 providing an indication of said benefit.

1 8 The method of claim 7, wherein said indication of said benefit is provided to at  
2 least one of the following:

- 3 a customer;
- 4 a customer device;
- 5 a retailer;
- 6 a retailer device;
- 7 a seller;
- 8 a seller device; or
- 9 a controller.

1 9. The method of claim 7, wherein said indication of said benefit is provided by at  
2 least one of the following:

- 3 a customer;
- 4 a customer device;
- 5 a retailer;
- 6 a retailer device;
- 7 a seller;
- 8 a seller device; or
- 9 a controller.

1 10. The method of claim 1, further comprising:  
2 receiving an indication of a purchase of said selected one of said at least  
3 two products or said at least two services.



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- said at least two services is not purchased.
17. The method of claim 1, further comprising:  
receiving an indication of a retailer category, said retailer category including at least two retailers.
18. The method of claim 17, further comprising:  
selecting one of said at least two retailers; and  
providing an indication of said selected one of said at least two retailers.
19. The method of claim 18, further comprising:  
determining if said selected one of said at least two products or said at least two services has been purchased at said selected one of said at least two retailers.
20. The method of claim 19, wherein said providing an indication of a benefit occurs only if said selected one of said at least two products or at least two services has been purchased at said selected one of said at least two retailers.
21. The method of claim 1, further comprising:  
providing a benefit based on a purchase of said selected one of said at least two products or said at least two services.
22. The method of claim 1, further comprising:  
providing an indication of a penalty if said selected one of said at least two products or at least two services is not purchased.
23. The method of claim 1, further comprising:  
arranging for a penalty to be imposed if said selected one of said at least two products or said at least two services is not purchased.
24. The method of claim 1, further comprising at least one of the following:  
providing a list of at least one product category; and  
providing a list of at least one service category.

1 25. The method of claim 1, further comprising:  
 2 providing an indication of a price for said selected one of said at least  
 3 two products or at least two services.

1 26. The method of claim 1, further comprising:  
 2 determining a price for said selected one of said at least two products or  
 3 at least two services.

1 27. The method of claim 1, further comprising:  
 2 determining a condition of purchase for said selected one of said at least  
 3 two products or at least two services.

1 28. The method of claim 27, further comprising:  
 2 providing an indication of said condition of purchase of said selected one  
 3 of said at least two products or at least two services.

1 29. A method for enabling a purchase of a product or service, comprising:  
 2 receiving an indication at least one of a product category including at least two  
 3 products or a service category including at least two services;  
 4 selecting one of said at least two products or said at least two services;  
 5 providing an indication of said selected one of said at least two products or said  
 6 at least two services; and  
 7 providing an indication of a benefit based on a purchase of said selected one of  
 8 said at least two products or said at least two services.

1 30. The method of claim 29, wherein said indication of said selected one of said at least two  
 2 products or said at least two services is provided to at least one of the following:

- 3 a customer;
- 4 a customer device;
- 5 a retailer;
- 6 a retailer device;
- 7 a seller;

8 a seller device; or  
9 a controller.

1 31. The method of claim 29, wherein said indication of said selected one of said at  
2 least two products or said at least two services is provided by at least one of the following:

3 a customer;  
4 a customer device;  
5 a retailer;  
6 a retailer device;  
7 a seller;  
8 a seller device; or  
9 a controller.

10 32. The method of claim 29, wherein said indication of a product category including at least  
11 two products or a service category including at least two services is received by at least one of  
12 the following:

13 a customer;  
14 a customer device;  
15 a retailer;  
16 a retailer device;  
17 a seller;  
18 a seller device; or  
19 a controller.

20 33. The method of claim 29, wherein said indication of a product category including  
21 at least two products or a service category including at least two services is received from at  
22 least one of the following:

23 a customer;  
24 a customer device;  
25 a retailer;  
26 a retailer device;

a seller;  
a seller device; or  
a controller.

34. The method of claim 29, wherein said selecting one of said at least two products or said at least two services is completed by at least one of the following:

a customer;  
a customer device;  
a retailer;  
a retailer device;  
a seller;  
a seller device; or  
a controller.

35. The method of claim 29, wherein said indication of a benefit is provided to at least one of the following:

a customer;  
a customer device;  
a retailer;  
a retailer device;  
a seller;  
a seller device; or  
a controller.

36. The method of claim 29, wherein said indication of a benefit is provided by at least one of the following:

a customer;  
a customer device;  
a retailer;  
a retailer device;  
a seller;



8 a seller device; or  
9 a controller.

1 37. A method for enabling a purchase of a product or service, comprising:  
2 receiving an indication at least one of a product category including at  
3 least two products or a service category including at least two services;  
4 selecting one of said at least two products or said at least two services;  
5 providing an indication of said selected one of said at least two products  
6 or said at least two services;  
7 determining if said selected one of said at least two products or said at  
8 least two services has been purchased; and  
9 providing an indication of a benefit if said selected one of said at least  
10 two products or said at least two services has been purchased.

1 38. A method for enabling a purchase of a product or service, comprising:  
2 receiving an indication of at least one of a product category including at  
3 least two products or a service category including at least two services;  
4 selecting one of said at least two products or said at least two services;  
5 providing an indication of said selected one of said at least two products  
6 or said at least two services;  
7 determining if said selected one of said at least two products or said at  
8 least two services has been purchased; and  
9 arranging for a benefit to be provided based on a purchase of said  
10 selected one of said at least two products or said at least two services.

1 39. A method for enabling a purchase of a product, comprising:  
2 receiving an indication of a product category, said product category  
3 including at least two products;  
4 selecting one of said at least two products;  
5 providing an indication of said selected one of said at least two products;  
6 and

providing an indication of a benefit based on a purchase of said selected one of said at least two products.

40. A method for enabling a purchase of a product, comprising:
- receiving an indication of a product category, said product category including at least two products;
  - selecting one of said at least two products;
  - providing an indication of said selected one of said at least two products;
  - determining if said selected one of said at least two products has been purchased; and
  - providing an indication of a benefit if said selected one of said at least two products has been purchased.

41. A method for enabling a purchase of a service, comprising:
- receiving an indication of a service category, said service category including at least two services;
  - selecting one of said at least two services;
  - providing an indication of said selected one of said at least two services;
- and
- providing an indication of a benefit if said selected one of said at least two products has been purchased.

42. A method for enabling a purchase of a service, comprising:
- receiving an indication of a service category, said service category including at least two services;
  - selecting one of said at least two services;
  - providing an indication of said selected one of said at least two services;
  - determining if said selected one of said at least two services has been purchased; and
  - providing an indication of a benefit if said selected one of said at least two services has been purchased.

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3 providing an indication of said selected one of said at least two  
4 products.

1 51. The method of claim 50, wherein said providing an indication of a benefit occurs only  
2 if said selected one of said at least two products has been purchased at said selected one of at  
3 least two said retailers.

1 52. The method of claim 49, further comprising:  
2 providing a benefit based on a purchase of a product or service at said  
3 selected one of said at least two retailers.

1 53. The method of claim 49, further comprising:  
2 arranging for a benefit to be provided based on a purchase of a product  
3 or service at said selected one of said at least two retailers.

1 54. A method for enabling a purchase of a product or service, comprising:  
2 receiving an indication of a retailer category including at least two  
3 retailers;  
4 selecting one of said at least two retailers;  
5 providing an indication of said selected one of said at least two retailer;  
6 receiving an indication that a product or service has been purchased at  
7 said selected one of said at least two retailers; and  
8 providing an indication of a benefit if a product of service has been  
9 purchased at said selected one of said at least two retailers.

1 55. A method for enabling a purchase of a product, comprising:  
2 receiving an indication of a product category, said product category  
3 including at least two products;  
4 selecting one of said at least two products;  
5 providing an indication of said selected one of said at least two products;  
6 and  
7 arranging to provide a benefit based on a purchase of said selected one

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receiving an indication of a retailer category including at least two  
retailers;

selecting one of said at least two retailers;

providing an indication of said selected one of said at least two retailer;

determining if a product or service has been purchased at said selected one of said at least two retailers; and

arranging to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

60. A method for enabling a purchase of a product or service, comprising:

receiving an indication of a retailer category including at least two  
retailers;

selecting one of said at least two retailers;

providing an indication of said selected one of said at least two retailer;

receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

arranging to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

61. A method for enabling a purchase of a product, comprising:

receiving an indication of a product category, said product category including at least two products;

selecting one of said at least two products;

providing an indication of said selected one of said at least two products;

and

providing a benefit based on a purchase of said selected one of said at least two products.

62. A method for enabling a purchase of a product, comprising:

receiving an indication of a product category, said product category including at least two products;

selecting one of said at least two products;  
providing an indication of said selected one of said at least two products;  
determining if said selected one of said at least two products has been purchased; and  
providing a benefit if said selected one of said at least two products has been purchased.

63. A method for enabling a purchase of a service, comprising:
- receiving an indication of a service category, said service category including at least two services;
  - selecting one of said at least two services;
  - providing an indication of said selected one of said at least two services;
- and
- providing a benefit based on a purchase of said selected one of said at least two services.

64. A method for enabling a purchase of a service, comprising:
- receiving an indication of a service category, said service category including at least two services;
  - selecting one of said at least two services;
  - providing an indication of said selected one of said at least two services;
  - determining if said selected one of said at least two services has been purchased; and
  - providing a benefit if said selected one of said at least two services has been purchased.

65. A method for purchasing a product, comprising:
- providing an indication of a product category, said product category including at least two products;
  - receiving an indication of a selected one of said at least two products;
  - and

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receiving a benefit based on a purchase of said selected one of said at least two products.

66. A method for purchasing a product, comprising:
- providing an indication of a product category, said product category including at least two products;
  - receiving an indication of a selected one of said at least two products; and
  - receiving an indication of a benefit if said selected one of said at least two products has been purchased.

67. A method for purchasing a service, comprising:
- providing an indication of a service category, said service category including at least two services;
  - receiving an indication of a selected one of said at least two services; and
  - receiving a benefit based on a purchase of said selected one of said at least two services.

68. A method for purchasing a service, comprising:
- providing an indication of a service category, said service category including at least two services;
  - receiving an indication of a selected one of said at least two services; and
  - receiving an indication of a benefit if said selected one of said at least two services has been purchased.

69. A system for selling a product or service, comprising:
- a memory;
  - a communication port; and
  - a processor connected to said memory and said communication port, said processor being operative to:
- receive an indication of at least one of a product category including at least two products or a service category including at least



two services;

select one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services; and

arrange for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

70. A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving at least one indication of at least one of a product category including at least two products or a service category including at least two services;

computer readable means for choosing one of said at least two products or said at least two services;

computer readable means for generating an indication of said selected one of said at least two products or said at least two services; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

71. An apparatus for selling a product or service, comprising:

means for receiving an indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing one of said at least two products or said at least two services;

means for generating an indication of said selected one of said at least two products or said at least two services; and

means for arranging for at least one benefit to be provided based on a purchase of said selected one of said at least two products or said at least two

11 services.

1 72. An article of manufacture, comprising:

2 a computer usable medium having a computer readable program  
3 means embodied therein for operating an information system, the computer  
4 readable program means in said article of manufacture operable to:

5 receive an indication of at least one of a product category  
6 including at least two products or a service category including at least  
7 two services;

8 select one of said at least two products or said at least two  
9 services;

10 provide an indication of said selected one of said at least two  
11 products or said at least two services; and

12 arrange for a benefit to be provided based on a purchase of said  
13 selected one of said at least two products or said at least two services.

1 73. A system for selling a product or service, comprising:

2 a memory;

3 a communication port; and

4 a processor connected to said memory and said communication port, said  
5 processor being operative to:

6 receive an indication of at least one of a product category  
7 including at least two products or a service category including at least  
8 two services;

9 select one of said at least two products or said at least two  
10 services;

11 provide an indication of said selected one of said at least two  
12 products or said at least two services; and

13 provide an indication of a benefit based on a purchase of said  
14 selected one of said at least two products or said at least two services.

74. A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving at least one indication of a product category including at least two products or a service category including at least two services;

computer readable means for choosing one of said at least two products or said at least two services;

computer readable means for generating an indication of said selected one of said at least two products, or said at least two services; and

computer readable means for providing an indication of at least one benefit based on a purchase of said selected one of said at least two products or said at least two services.

75. An apparatus for selling a product or service, comprising:

means for receiving at least one indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing one of said at least two products or said at least two services;

means for transmitting an indication of said selected one of said at least two products or said at least two services; and

means for transmitting an indication of a benefit based on a purchase of said selected one of said at least two products or said at least two services.

76. An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of at least one of a product category including at least two products or a service category including at least

two services;

select one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services; and

provide an indication of a benefit based on a purchase of said selected one of said at least two products or said at least two services.

77. A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of at least one of a product category including at least two products or a service category including at least two services;

select one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services;

determine if said selected one of said at least two products or said at least two services has been purchased; and

arrange for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

78. A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving at least one indication of at least one of a product category including at least two products or a service category including at least two services;

computer readable means for choosing one of said at least two products

7 or said at least two services;

8 computer readable means for transmitting an indication of said selected  
9 one of said at least two products or said at least two services;

10 computer readable means for determining if said selected one of said at  
11 least two products or said at least two services has been purchased; and

12 computer readable means for arranging for at least one benefit to be  
13 provided based on a purchase of said selected one of said at least two products  
14 or said at least two services.

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1 79. An apparatus for selling a product or service, comprising:

2 means for receiving at least one indication of at least one of a product  
3 category including at least two products or a service category including at least  
4 two services;

5 means for choosing one of said at least two products or said at least two  
6 services;

7 means for transmitting an indication of said selected one of said at least  
8 two products or said at least two services;

9 means for determining if said selected one of said at least two products  
10 or said at least two services has been purchased; and

11 means for arranging for at least one benefit to be provided based on a  
12 purchase of said selected one of said at least two products or said at least two  
13 services.

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1 80. An article of manufacture, comprising:

2 a computer usable medium having a computer readable program

3 means embodied therein for operating an information system, the computer  
4 readable program means in said article of manufacture operable to:

5 receive an indication of at least one of product category including  
6 at least two products or a service category including at least two services;

7 select one of said at least two products or said at least two  
8 services;

9 provide an indication of said selected one of said at least two  
10 products or said at least two services;

11 determine if said selected one of said at least two products or  
12 said at least two services has been purchased; and

13 arrange for a benefit to be provided based on a purchase of said  
14 selected one of said at least two products or said at least two services.

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1 81. A system for selling a product or service, comprising:

2 a memory;

3 a communication port; and

4 a processor connected to said memory and said communication port, said  
5 processor being operative to:

6 receive an indication of a at least one of a product category  
7 including at least two products or a service category including at least  
8 two services;

9 select one of said at least two products or said at least two  
10 services;

11 providing an indication of said selected one of said at least two products  
12 or said at least two services;

13 determine if said selected one of said at least two products or  
14 said at least two services has been purchased; and

15 provide an indication of a benefit if said selected one of said at  
16 least two products or said at least two services has been purchased.

1 82. A computer readable medium, the computer readable medium storing a  
2 computer program comprising:

3 computer readable means for receiving at least one indication of at  
4 least one of a product category including at least two products or a service  
5 category including at least two services;

6 computer readable means for choosing one of said at least two products  
7 or said at least two services;

computer readable means for transmitting an indication of said selected one of said at least two products or said at least two services;

computer readable means for determining if said selected one of said at least two products or said at least two services has been purchased; and

computer readable means for transmitting an indication of a benefit if said selected one of said at least two products or said at least two services has been purchased.

83. An apparatus for selling a product or service, comprising:

means for receiving at least one indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing one of said at least two products or said at least two services;

means for transmitting an indication of said selected one of said at least two products or said at least two services;

means for determining if said selected one of said at least two products or said at least two services has been purchased; and

means for transmitting an indication of at least one benefit if said selected one of said at least two products or said at least two services has been purchased.

84. An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of at least one of a product category including at least two products or a service category including at least two services;

select one of said at least two products or said at least two services;

10 provide an indication of said selected one of said at least two  
11 products or said at least two services;  
12 determine if said selected one of said at least two products or  
13 said at least two services has been purchased; and  
14 provide an indication of a benefit if said selected one of said at  
15 least two products or said at least two services has been purchased.

1 85. A system for selling a product or service, comprising:

2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 receive an indication of a retailer category including at least two  
7 retailers;  
8 select one of said at least two retailers;  
9 provide an indication of said selected one of said at least two  
10 retailer;  
11 determine if a product or service has been purchased at said  
12 selected one of said at least two retailers; and  
13 arrange to provide at least one benefit if a product of service has  
14 been purchased at said selected one of said at least two retailers.

1 86. A computer readable medium, the computer readable medium storing a  
2 computer program comprising:

3 computer readable means for receiving at least one indication of a  
4 retailer category including at least two retailers;  
5 computer readable means for choosing one of said at least two retailers;  
6 computer readable means for transmitting an indication of said selected  
7 one of said at least two retailer;  
8 computer readable means for determining if a product or service has  
9 been purchased at said selected one of said at least two retailers; and





3 a communication port; and

4 a processor connected to said memory and said communication port, said  
5 processor being operative to:

6 receive an indication of a retailer category including at least two  
7 retailers;

8 select one of said at least two retailers;

9 provide an indication of said selected one of said at least two  
10 retailer;

11 receive an indication that a product or service has been  
12 purchased at said selected one of said at least two retailers; and

13 arrange to provide a benefit if a product of service has been  
14 purchased at said selected one of said at least two retailers.

1 90. A computer readable medium, the computer readable medium storing a  
2 computer program comprising:

3 computer readable means for receiving at least one indication  
4 of a retailer category including at least two retailers;

5 computer readable means for choosing one of said at least two  
6 retailers;

7 computer readable means providing an indication of said selected  
8 one of said at least two retailer;

9 computer readable means for receiving at least one indication  
10 that a product or service has been purchased at said selected one of said  
11 at least two retailers; and

12 computer readable means for arranging to provide at least one  
13 benefit if a product of service has been purchased at said selected one of  
14 said at least two retailers.

1 91. An apparatus for selling a product or service, comprising:

2 means for receiving an indication of a retailer category including at least  
3 two retailers;

means for choosing one of said at least two retailers;

means for transmitting an indication of said selected one of said at least two retailer;

means for receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

means for arranging to provide at least one benefit if a product of service has been purchased at said selected one of said at least two retailers.

92. An article of manufacture, comprising:

a computer usable medium having a computer readable program

means embodied therein for operating an information system, the computer

readable program means in said article of manufacture operable to:

receive an indication of a retailer category including at least two retailers;

select one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

receive an indication that a product or service has been purchased at said selected one of said at least two retailers; and

arrange to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

93. A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of a retailer category including at least two retailers;

select one of said at least two retailers;

provide an indication of said selected one of said at least two

10 ~~retailer;~~

11 receive an indication that a product or service has been  
12 purchased at said selected one of said at least two retailers; and

13 provide an indication of a benefit if a product of service has been  
14 purchased at said selected one of said at least two retailers.

1 94. A computer readable medium, the computer readable medium storing a  
2 computer program comprising:

3 computer readable means for receiving at least one indication of a  
4 retailer category including at least two retailers;

5 computer readable means for choosing one of said at least two retailers;

6 computer readable means for transmitting an indication of said selected  
7 one of said at least two retailer;

8 computer readable means for receiving an indication that a product or  
9 service has been purchased at said selected one of said at least two retailers; and

10 computer readable means for transmitting an indication of a benefit if a  
11 product of service has been purchased at said selected one of said at least two  
12 retailers.

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1 95. An apparatus for selling a product or service, comprising:

2 means for receiving an indication of a retailer category including at least  
3 two retailers;

4 means for choosing one of said at least two retailers;

5 means for transmitting an indication of said selected one of said at least  
6 two retailer;

7 means for receiving an indication that a product or service has been  
8 purchased at said selected one of said at least two retailers; and

9 means for transmitting an indication of a benefit if a product of service  
10 has been purchased at said selected one of said at least two retailers.

1 96. An article of manufacture, comprising:

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2 a computer usable medium having a computer readable program  
3 means embodied therein for operating an information system, the computer  
4 readable program means in said article of manufacture operable to:

5 receive an indication of a retailer category including at least two  
6 retailers;

7 select one of said at least two retailers;

8 provide an indication of said selected one of said at least two  
9 retailer;

10 receive an indication that a product or service has been  
11 purchased at said selected one of said at least two retailers; and

12 provide an indication of a benefit if a product of service has been  
13 purchased at said selected one of said at least two retailers.